Carolina Country

AUGUST 1971

TARHEEL RURAL LINES

a commentary on events and issues important to consumer-owners of EMCs/by J. C. Brown Jr.

Musings About the Fifth of July

IT ISN'T REALLY the Fifth of July (which this year replaces the 4th as Independence Day), but it's close enough to reflect on those American qualities and traditions which Independence Day speakers once extolled. Principal declamations revolved around freedom, individual responsibility, private enterprise, and the loss of same. Of course, there are no more July Fourth speakers, and this year no July Fourth. I suspect the passing of both is not unrelated to the fact that some of the more popular speakers often concluded that the way to honor our American heritage was to deny freedom to certain of our citizens, and substitute restraint for free enterprise and corporate goals for individuality.

Which brings me to a point (someone else's) worth reflecting on. In the *New Yorker* magazine a couple of week's ago, under the title "Reflections," a talented writer may well have articulated the fundamental cause for most of society's ills and mass restlessness. The piece would have made a great July Fifth speech, and clearly presented a case that the cause of our malady is a growing system which robs us of Individual Accountability.

While our criminal laws are still based upon the notion that an individual is accountable for his conduct, we are operating in a complex system which makes it difficult to identify personal responsibility. *The New Yorker* writer cited as evidence of the deterioration of individual responsibility the spectacle of Lt. Calley's conviction of murdering women and children and the public reaction (including the President's) which seemed to say, "You can't hold him responsible." We seek to excuse him by asking, "Is he any more responsible than the President (which President)?" From the standpoint of the tradition of personal accountability for our acts, a better question would be, "Is he any less responsible?" If the answer is, "no," which it is, we ought to hang the lot and then commit mass suicide. We elected those guys.

The writer parallels the Calley killings with the question of accountability for the dropping of a napal bomb (a most unselective weapon). What's the bombardier guilty of if he kills 125 women and children? Should he feel less guilt than Calley? Society says he should feel none. The organization accepts the guilt, but who punishes the organization? Under our laws, we don't let manslaughter go unpunished if the one responsible could reasonably be expected to know the consequences of his act even if his intention was not to kill the innocent.

What we've done is to build ourselves into a trap which conditions us to absolve ourselves of individual guilt simply because we have an accomplice who is hard to finger.

The horrors of organizational irresponsibility don't end with wars—and didn't begin with them. Take a look at business and governmental organizations. We reward performance on the basis of the individual's contribution to the company objective. I can't recall of an instance when a boss patted the salesman on the back, gave him a raise, and said, "You didn't make the sale, but you sure did act ethically."

Carolina Country

Read Monthly in More Than 200,000 Homes.

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COVER — Traveling lost much of its fascination when planes replaced trains. The old steam locomotives, dining cars, coaches and Pullmans are part of our literature and happiest memories. North Carolina's Thomas Wolfe wove them into his novels, and living authors and newspapermen still write nostalgic recollections of the days of steam. Such passenger service as remains is diesel-powered. But there still are steam trains like Tweetsie, which operates in a resort development in Western North Carolina. The photo shows Tweetsie as it appears in a brochure published by the Travel and Promotion Division, State Dept. of Conservation and Development.

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Money's Important But So Are Policies

Congress has appropriated $545 million in REA loan funds for the new fiscal year, substantially more than the inadequate amount available in fiscal 1971 but still less than necessary to fill total rural electrification needs.

The increased appropriation marked a victory for rural America and a recognition by the House Appropriations Committee as well as other members of the House and Senate of the money problems electric cooperatives have experienced in their important role in rural development.

The victory was not easily won: it resulted from a concerted effort by rural electric leaders, including those in North Carolina, to inform the public and the Congress of the financial crisis the Administration's restrictive policies had created.

It could not have been won without the support of urban as well as rural Congressmen, including members of both parties from North Carolina, and it showed what can be accomplished when rural groups work with urban oriented groups for mutual benefit.

The House Committee's $545 million, which included $25 million earmarked for reserve, was $216 million more than the new money budget request of the Administration and $200 million more than the level called for in the budget, which anticipated $16 million carry over from 1970-71 REA funds.

The Committee recommended REA institute a principal payment deferment program to help more quickly fund the Cooperative Finance Corporation, which rural electrics created to supplement REA financing; noted REA returned $93 million in applications without action in fiscal '71, and recognized the need for REA to return to its former policy of approving loans on the basis of a two-year rather than a one-year construction program.

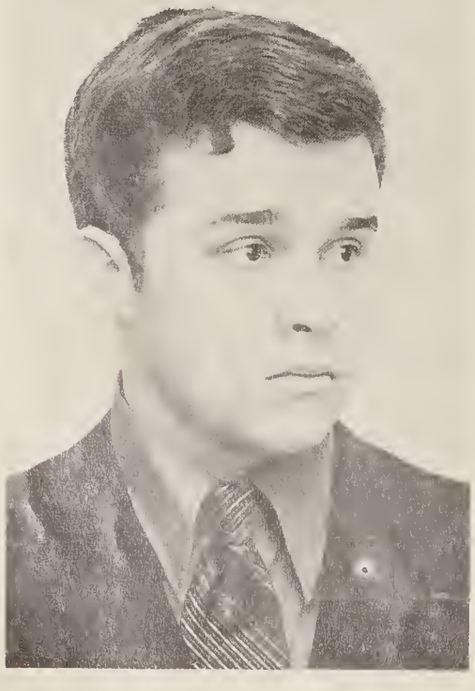
Assuming the President doesn't veto the bill and the Office of Management and Budget releases the funds, the increased appropriation and the Committee's recommendations should relieve pressures which have crippled many electric co-ops. But much will depend on what the Administration does in making the money available. If the Administration wants to show it is indeed for rural progress, new and fairer loan policies will be as important as the new money.

Jim Chaney

Teens Size Up th

Jan Greene, Rt. 3, Boone, is a rising Senior at Watauga High School. Her hobbies include swimming, skiing, sewing and the Boy Scouts (scouting for boys!) Jan was sponsored on the Tour by Blue Ridge EMC, Lenior.

Earl Vaughn, Jr., Rt. 2, Cleveland, is a rising Senior at West Rowan High School. He enjoys all sports along with reading and science. He was sponsored by Crescent EMC, Statesville.



The long bus ride back to Raleigh from Washington, D.C. after a week in the nation's Capital City seemed like an appropriate time to sample the thinking of today's young people toward a nation whose fiber seems wearing too thin too often.

Aboard were 28 young high school students from across North Carolina who had won expense-paid trips to see their nation's government in action. They represented 10 EMCs across the state which had sponsored young people on the trip.

The Youth Tourists were the cream of the crop, most of them class leaders and honor students. During their week in Washington, they had the opportunity to ask questions of North Carolina Rep. Walter Jones and Senator McGovern from South Dakota, the first announced presidential candidate for '72 and a leading critic of the war in South Vietnam.

They also heard remarks by President Nixon as he greeted them on the South lawn of the White House and explained his Southeast Asia policies.

Above all else they were concerned over the war in Vietnam. They wanted it ended and now. They disagreed as to how peace should be brought to Southeast Asia.

Or perhaps "peace" was not really the issue at stake; at least, only as it applied to the involvement of U.S. troops. There was a seeming indifference to the future of Southeast Asia beyond the concern of the U.S. role there.

Also, the Youth Tourists seemed to think of political figures as some kind of demi-gods of such high importance as to be above human frailty.

In essence, there was no sense of identity with political leaders. And this may explain, at least in part, why young people are often disillusioned and rebellious. For if our nation's representatives in Congress cannot be identified with and thus understood, there can certainly be no communication between them and the young people they represent. Government cannot be represented only in the realm of the peoples' imagination.

The Youth Tourists also voiced a distrust that their representatives in Washington voted for the people who put them there—a natural collary to the superhuman image of political leaders held by the youths.

Q. Did your trip to Washington change in any way your impressions of our Federal government?

Jan: "Yes, I thought they (political leaders) were just a bunch of big brass sitting up there and not really caring about the 'you.' By listening to Sen. McGovern, Secretary of Agriculture Harding and the President take the time to talk to the youths I was really impressed. I was also impressed with the efficiency of the FBI."

Earl: "Yes, I think it did. Congressman Jones made a big impression on me. Also, Mr. Nixon impressed me in saying that he was working for world peace for us as a generation . . . I think that Sen. McGovern showed the bitterness between government officials in saying that Mr. Hoover should retire (as head of the FBI)."

Patsy: "Yes, for one thing it became more real to me. Before it was kind of distant. Now I understand it more. By seeing political figures as people just like us, I feel they're doing the best they can—but they're only human. Many people become disillusioned with the Federal government, but they're only human."

Lee: "Yes, my impressions changed, but I still think that the Federal Government has too much power. It was a common man's government. I had the idea of it being of such great magnitude—even though it is. It helped me realize that all of the people, Senators and the President, are human same as the rest of us."

Q. What do you see as our country's most urgent problems?

Jan: "The war in Vietnam. As Sen. McGovern put it we have served our purpose there in training the South Vietnamese. But as President Nixon said, if we set the withdrawal date then our prisoners might not be released. Poverty is a problem, too. It didn't seem as bad at home as the slums in Washington, I think we should be concerned about problems at home before spending all that money in Vietnam."

Earl: "Number one I think we need

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Public Officials Fail to Measure Up to Young Generation's Ideals

to get ourselves straighened out with the radicals and hippies. We need to control the crime and drugs. The main thing is that we need to show young people that our government can work and try to get them involved to clean up our country and then to help the world. People that don't understand government are the most vocal and are out preaching against it. Yet, none of them have come up with a better system of government."

Patsy: "I think right now the greatest problem is the Vietnamese War. I think it is the root of all evil. We have problems in lack of patriotism and unrest of youth and these stem from the War. People get disillusioned with the War and to end it should solve a lot of smaller, domestic problems."

Lee: "I believe that the rest of the country's problems is a lack of unification and understanding. Many people have the idea of individual Godhood and fail to take in the ideas of others."

Q. What do you think of President Nixon's approach to ending the war in Vietnam?

Jan: "I think he is right in saying that we cannot set a definite withdrawal date, but he has reduced the number of troops. He should try harder through negotiations to bring about peace. Either do that or start bombing to end the War. I don't want to see our boys sent over there to be killed and I don't feel that he is doing all he can do."

Earl: "I like it. It's the best plan that has been advanced. I don't agree with Sen. McGovern that we should pull out in December. If we do, the North Vietnamese would take over in January. We should stick with Vietamization to allow more time to train the South Vietnamese."

Patsy: "I think that he is doing what is right and I admire him for it. But I am tired of the War. I want it ended now. I want to see more major withdrawals and for him to move faster. Everyday we stay over there we are losing more and more lives. I'm not really sure that the country (South Vietnam) is really worth saving. The South Vietnamese have always been fighting and really don't understand democracy. I can't understand why other countries have not helped carry the burden of the War. The United Nations should have solved it."

Lee: "I believe that President Nixon's policy is the only feasible way of getting out of Vietnam. As congressman Jones said, the North Vietnamese won't ever negotiate as they should. In two or three years we should be supplying only supplies to in Vietnamese."

Q. Generally speaking, what do you think is the most effective way to bring about changes in our society as they relate to governmental policies and decisions?

Jan: "They (political representatives) do not know how the people they represent feel about issues. They should poll the people back home and get their opinions, especially on big things. They vote only the way they feel. I feel that both the President and Congress have too much power to make decisions regarding things like entering a war. I think that the people should decide these things. Even when people elect a representative they don't know how he will vote."

Earl: "I think we need to give the people more power. If not there will be a revolution. I don't know how we will achieve it. Right now the people have only the power to vote or the power to run. But they want more and should be given more."

Patsy: "You have to work with the system. This idea of revolution and rebellion is wrong. America is a country in which you can protest, but if you use violence sooner or later you will lose that privilege. If you are dissatisfied with government you have to work through the system and that means voting. You can have an effect on how other people vote . . . I think that many times they vote the way they feel, but sooner or later they will be removed from office."

Lee: "First, I believe that there should be a realization of people that it is the person and not the party that is important. And, secondly, that we have no realization of equality."

Ed Brown, Jr.

Patsy Ann Hinton, Rt. 2, Rocky Mount, is a rising Senior at West Edgecombe High School. She enjoys reading, sewing and sports. She was sponsored by Edgecombe-Martin County EMC, Tarboro.

George Lee Porter, Jr., of Aurora is a rising Senior at Aurora High School. Lee enjoys motorcycles and reading and serves as associate pastor in three churches.

The Games People Play

You Can't Beat The Odds If You Go For the Prize You Wind Up The Sucker

by Marvin E. Sykes

With intricate sucker games dotting the marketplace, there's a lesson to be learned from a sucker game country boys used to play on city boys, a game called Snipe Hunting.

In that sucker game, the city boy was taken to the deep woods at night, placed holding a gunny sack and told to remain motionless while the country boys spread out to round up the snipe. In a few hours, the victim realized his new friends had left him alone, holding the bag.

Noboby ever went Snipe Hunting twice!

And, that's the answer to many of 1971's marketplace maneuvers, misrepresentations, schemes, games and tricks intended to leave the consumer minus his money and holding the bag. For, in any kind of a con game, if the intended sucker knows the name of the game, he's no longer a sucker.

The name of the game is sucker bait in the marketplace. Hundreds of instances are recorded in the Better Business Bureau's consumer-aid files. This vicious consumer game is played by a tiny minority of businesses and merchants—perhaps fewer than 1 per cent—but their tell-tale tactics are so clear a referee can call the fouls. One BBB pamphlet lists more than 100 ways and variations of losing money to a slick operator, and Greensboro BBB's ready reference lists about 40 active schemes and near-schemes presently at work in North Carolina.

Let's play some of the games on paper, to avoid them when the flim-flam man selects us as his next mark.

There's one we call the Sewing Machine Game. It buttonholes the victim through a free offer.

Visualize a basic $60 sewing machine. You can get it free, often through a fairground drawing, by buying the cabinet for around $80. You can get it free, often, by signing a maintenance contract for 10 years at $8 per year payable in advance. Or, you can enter a scrambled sewing words contest from a mail order sewing machine distributor and win the prize all entries, win, the second prize—a $150 certificate good with $80 cash on the purchase of a $230 sewing machine. You get the same old $60 sewing machine. And any way you do it, you're out $60.

Another variation of the sewing machine scheme is to use it as bait for a baitswitch sale. In this instance a portable of a well-known brand is advertised for $39, but you can't buy it, or may not want to, for various reasons—chiefly because it has to stay in the store as the come-hither item to draw people in for a demonstration and hard-sell on the $250 machine.

The Encyclopedia Game is played quite the same. An encyclopedia salesman approaches to give you the set because the family looks intelligent and well-read. But, to pay for the advertising costs and incidentals, you must sign up for the supplement to keep the encyclopedia up to date. The supplement runs $49.50 per year for 10 years—the $495 being the cost of the encyclopedia in the first place.

The Free Florida Vacation Game sends you to the salesman instead of him to you. Almost every entrant in a contest offering this prize is named a winner. A winner usually pays $15 to the promoter in exchange for a four-day reservation of the promoter's arranging. He goes to Florida at his own expense—paying transportation, food, entertainment, taxes and tips, and when he is ready to register finds that he must give a day or part of a day to a land company for a tour of speculative land. The land company was his true host, and in order to save a motel bill, he gave the land company one-fourth of his time—well out of proportion to his total expense for the four days.

Many persons received letters a year ago noting that their license number had been awarded a free stereo. In the Free Stereo Game, a winner goes in to pick up his gift only to find that he must buy 52 stereo albums, at $4.95 each, payable in advance. He multiplies that out and finds it takes $257.40 to get the free deal. But, $257.40 is sufficient to pay for the $100 foreign-made stereo, for 52 cut-outs or 49-cent albums, and overhead, and still leave $100 clear profit for every stereo the promoter was able to give away.

The free-gift approach has more facets than a diamond, and is twice as sparkling to one bent on a bargain or free item. The approach is the core of sweepstakes contests, puzzle contests, referral schemes, and captive-audience pressure selling. A consumer who doesn't ask "How come?" of a free gift is open game.

Flattery will get you somewhere, the promoter has found in the Opinion Research Game and the Great Personalities Plaudit. In the former, one is persuaded to become a member of a club doing product research for a national firm. His membership cost is $10 or $50, and he gets products to evaluate and gets paid for evaluation reports. The fees rarely reach cost of membership, and the researcher soon figures out that maybe the company is getting paid on the other end to try out the product on him—brainwashing at his own expense. In the personalities pitch, people with ego will gladly accept nomination for listing in one of the approximately 40 Who's Who type publications in which they become a personality by buying a book—for who can believe of himself that he is not worthy of recognition?

The Multi-Level Maze and the Vending Machine Jackpot are played in pin down investment money, and are in the same business box with the False Franchise-Fever. The multi-level distributorship promises a get rich-quick return through recruiting people instead of selling products, and through a chain-letter format in which everybody up and down the line benefits with every appointment or every sale.

The distributorship begins with an opportunity meeting in a motel, but often ends up with loss of $2,500 to $4,000 because the end of the chain is reached or you just can't give away the product, much less sell it.

Vending machine business opportunities appear in almost every Sunday's newspaper classified section. All it takes is a couple with eight hours a week spare time, $2,000

to invest, and willingness to work hard taking the dimes out of those machines. The couple answers the ad and in two weeks a promoter arrives at the local motel for an interview. When the investment is made, the promoter finds the number of locations in one afternoon, places the machines, then the investors are on their own. With rare exception, in a few days the realization hits the couple that they are spending 60 cents a trip to check the poorly-located machines in order to gather 50 cents—and that if better locations are to be found they must do it or lose. Vending has spread out to cover vending boards, racks, cards cabinets, and even pizza ovens and peanut roasters.

The false franchise has hit many a man who is strong on enthusiasm and weak on analysis. A false franchise is paying for the privilege of trying to sell something that the promoter was not able to sell- except to you. The BBB has seen men pay $5,000 for exclusive rights to sell something the promoter tried alone and failed on. There was one instance where a man consistently failed to get his product off the ground for five years, then advertised and found persons willing to pay a fee as distributors to try it. A franchise is thought of as being based on a proven record, but many franchises are offered today without a pilot operation, without any proof of success or workability and with nothing more than an idea—with the investor as the guinea pig.

Millions of chips are in the bigtime Sweepstakes Games. Big companies hold sweepstakes usually for two reasons—to increase sales or to acquire an updated, bona fide mailing list in order that they might increase sales. The little consumer has very little chance of winning (more since the Federal Trade Commission has become a referee) but is tempted to order something or sign up for something in the notion, probably false, that he'll stand a better chance of winning. Or, he might not read the little print carefully and will find himself ordering on approval, signing up for a trial offer, or as a member of a book or record club.

How many thousands have said "Yes" to a sweepstakes envelope because they figured it would help them win? A contest sometimes produces a good mailing list cheaper than it can be bought, and then the mailing list can be resold a number of times—so who's the winner and who's the loser?

Retired or home-bound persons have seen advertising offering work at home addressing envelopes at $2 per hour, little realizing that the Home Work Game costs suckers thousands of dollars annually without producing any work. An individual, in many instances one who has taken a mail-order or importer-business course, places the ad in newspaper classified columns for the sole purpose of collecting $2 and $3 for each response and without any jobs to offer. The scheme is good to him—until the postal inspector arrives.

Then there's the chinchilla game. In this game, a promoter sells four females and one male chinchilla, plus cages and instructions for $2,500 as basis for a profitable venture. It takes several years for an investor to raise his herd to around 80 and have some for resale. By then he sees the catch. The promoter cannot be found, the firm has gone out of business, or there is no market. The chinchilla game has gone around twice in the lifetime of this writer, with suckers biting equally as hard both times.

Magazine Madness is played on the telephone and at the door. On the telephone, one is offered a number of free magazines for postage only. The postage turns out to be 43 cents a week for 60 months, or a total of $111.80 and since the days of Horace Greeley magazine postage has had a special rate. You can bet the $111.80 covers all magazines, usually at their full subscription rate. Sometimes the newsstand price is quoted as proof the others are free—but in the case of Life, the newsstand total for 51 issues five years is $102, but the true subscription rate is $43.75 for five years - quite different.

In the door-to-door approach, magazine sales crew work on sympathy with extremely tall, untrue, tales of scholarship, nurses' training, orphans, Father Flannigan School, husbands in Viet Nam, and handicaps. Many magazine crews belong to Central Registry and are covered by its code of ethics, bond, and guarantee provisions, but many slip into the old dramatic tale telling to close a sale. Some magazine crews are members of agencies disbarred from Central Registry, agencies which have extremely poor performance records, and agencies which certain magazine publishers will not do business with.

Some of the mail box games include the national puzzles which often return a bogus merchandise certificate or a request for tie-breaking fees; the Great Sweepstakes fever or the you-may-have-already-won warmer in which the entrant is solicited time and again to sign up for something, or in which he actually enrolls in a book or record club without discerning that he has.

But, a thinking customer who knows "you don't get nothing for nothing, but nothing" doesn't play these games—and by far a greater majority of businessmen and merchants don't either. BBB files tend to show less than 1 per cent of the merchants or businesses—and most of these are not the permanent, old-time local ones—are involved in the games.

Again, most of the games are started when the customer is selected, rather than when he selects something or a firm to do business with. Exercising one's own selection, doing one's own shopping comparisons, and thinking defensively can avoid a great majority of these problems.

Investigating before investing, the BBB credo, means basically that a customer is obligated to decline offers from unknowns until he is fully satisfied that he is reasonably safe.

He can ask the Better Business Bureau, often the merchants' association or chamber, the Attorney General's office, or a friend or neighbor who has been down the same marketplace path, or he can just apply a measure of good, old, country, Dutch Uncle thinking.

He should question a free gift or monetary award; a bargain too good to be true; a combination of both these; a great reward for little work; a commercial play on ego or flattery; a commercial pull on humanitarianism which appears to be misplaced; or a salesman who shows up out of nowhere for the express purpose of helping.

For North Carolina consumers, the Snipe Hunting days are over. Would that it could be said the other sucker games are over -and they might well be for those who know the name of the game.

(Mr. Sykes is executive director of the Better Business Bureau of Guilford County, Greensboro.)

The Carolina Homemaker
Edited by Brenda Sargent

Betty McBride Twiggs has resigned as Homemaker Editor of Carolina Country to become a fulltime homemaker. Her husband is Rep. Howard Twiggs, a Raleigh attorney and member of the North Carolina General Assembly. They were married in December, 1969, and now attractive, talented Betty will be spending more time with him in their tastefully furnished modern electric home in Raleigh, using the many recipes and homemaker tips she has been publishing on her pages since she joined the magazine staff in October, 1967. We'll introduce our new Homemaker Editor in the next issue. We know you'll like her too.

The Homema

If the way to a man's heart is th
your range and appliances fail you l
power situation and what she can l
can depend on, without having to p

As a homemaker, you know the importance of correct burner and oven temperatures in cooking and baking, and you know how important dependable electric service is in making your range and appliances work properly.

A drop in voltage can create all kinds of bewildering and sometimes expensive problems. A sustained electrical outage can be a household disaster.

So when a survey of electric power problems published by the Office of Emergency Preparedness, Executive Office of the President, says the nation can't take electric service for granted any longer, you, the homemaker, have reason to be concerned. And you, the homemaker, need to make sure steps are taken to deal with the power shortage—because nobody can get more accomplished than an aroused woman.

The steps must include adoption of a comprehensive national power policy and a greater commitment to research, not only by the power industry but also by the government, to develop more efficient generation facilities and solve pollution and environment problems.

Let's look at some of the facts.

First, for an overall view, let's see what the Office of Emergency Preparedness has to say about the outlook this summer:

"The electric power situation in parts of the United States appears to be worse than last summer. It appears that generation and transmission capacity will be the major bottleneck this summer.

"In some of the areas which had difficulty last year in the form of voltage reductions and appeals to reduce use and interruptions of some industrial loads, the situation has the prospects of being better this summer, although in other areas the reserve margins are lower.

"This summer much of the nation—particularly the area from the Midwest to the Atlantic Seaboard—is expected to face an especially tight power capacity problem unless normal summer temperatures prevail, and in general, system capacity performs as expected.

"Equipment breakdowns or unscheduled outages similar to thos which occurred so far in calendar 1971 could aggravate the situation. Because of the continuing tight electric power situation in many areas, particularly New York City, normal maintenance has not been performed on some units. In addition, many units are old and unreliable and normally would have been replaced, except for t current problems of obtaining replacement capacity."

Those aren't the words of alarmists or enemies of t electric industry. The survey which makes the appraisal w prepared by a joint board consisting of the Presiden Council of Economic Advisors, Council on Environmen Quality, Department of Interior, Department of Commer Federal Power Commission, Interstate Commerce Commi ion and the Chairman of the Office of Emerger Preparedness.

These unflappable federal agencies reached th conclusions with the participation of the Office of Scie and Technology, Special Assistant to the President Consumer Affairs, Atomic Energy Commission a Environmental Protection Agency.

Now let's see what these authorities say about situation in the area are served by electric power compa in the Virginia-Carolinas group:

"The four-company group has only 7.8% reserves. T area could experience problems this summer if the Robinson nuclear unit No. 2 is not fully dependable o one or two large units are forced out of service.

"One member of the group, the Virginia Electric Power Company, considering its firm commitments, 6.2% reserves for the summer, but some gas turbines scheduled for June operation and should offer a sl increase in reserve margins.

"Carolina Power and Light Company has reserve 6.0% with no more capacity scheduled for the sum Both companies can call on the system's limited reserv required."

On June 16, Duke Power Company announced it ha reduce voltage about three percent to alleviate a power situation caused by the failure of its two la generating units. A day or so later, Duke announced no voltage had been restored.

On June 18, a leading North Carolina daily carrie item headlined: "CP&L Nuclear Plant Is Closed Repairs." The story reported:

"Eight days after it was dedicated May 20, Car Power & Light's 700-megawatt nuclear generating u Hartsville, S.C., was taken out of service, the com confirmed Thursday.

"A CP&L spokesman said the $80 million plant, th commercial nuclear generating unit in the Southea expected to be back in service by mid-July. In the meantime, no power shortages are expected be electricity can be shunted from existing fossil fuel pla take up the slack.

"The unit, Robinson No. 2, was shut down Ma 28.

r and the Power Crisis

tomach, love loses when meals flop. And that can and does happen when power failure or a voltage drop. So every woman needs to know about the make sure she has all the electricity she needs all the time, at voltages she e on top of rising electric bills.

when vibration developed in one of the 90-ton pressure turbines."

The developments don't mean you necessarily should start stocking up on candles or get ready to replace your electric range with a charcoal grill. But taken with the comments of the Office of Emergency Preparedness, they show consumers can't be complacent.*

The power crisis is not only the result of increased use of lectricity but of a fuel shortage aggravated by monopoly ontrol and price-fixing, limitations on oil imports, hort-sighted planning and inadequate emphasis by the lectric industry on research.

The solutions to the crisis will depend on what the ectric industry, the national Administration and the ongress are willing to do about it. And what they do will epend on what the public demands—on whether you are illing to support measures necessary to assure yourself and ture homemakers of adequate, dependable electric service the lowest possible rates.

Here are some of the things that need doing and you can lp get done through your U.S. Senators and Representa-es and through the organizations to which you belong:

– Action by federal agencies like the Federal Trade mmission and Justice Department and Congress to break price-fixing and monopolistic practices in the fuel ustry, eliminate mandatory oil import quotas, suspend ificial restraints in the domestic oil industry and estigate the oil cartel.

– Adoption of a comprehensive national power policy ich would include establishment of a national power grid move power as needed and make the best use of all erating capacity; protection of consumer interests in the ng or location of power facilities; and creation of a ional administrative agency in which all segments of the tric industry, including consumer-owned systems, ld be properly recognized.

Reassessment of hydroelectric projects and water urce evaluation procedures to encourage greater use of ro-generation and the many benefits it provides in ition to low-cost, pollution-free electric production.

End the wasteful efforts of the investor-owned electrics to discredit and cripple consumer-owned electrics, a senesless war which has worked to the detriment of all electric consumers, blocked or delayed badly needed generation and transmission projects, created a virtual monopoly in electric generation and helped bring on the power crisis.

– Encourage the construction of generating and transmission systems by consumer-owned electrics, including projects like Epic, to guarantee both their consumers and the nation of the additional low cost electricity necessary to solve the power shortage; end efforts to prevent municipalities from using revenue bonds to finance generating facilities for such projects.

The power crisis has proved we must have a government program to carry out the research and development necessary to assure America of an abundance of electricity for all energy requirements.

The government has put billions of dollars into projects like the space program. It must and can commit resources for research to develop a fast breeder reactor, de-sulphurize coal so as to reduce pollution and make better use of our vast coal deposits, and provide practical, economical means for putting power transmission lines underground as conservations demand and some states already require.

Present nuclear generating plants are wasting our nuclear fuel reserves. They use only about one percent of the potential energy in uranium. Unless commercially feasible breeder reactors (which get about 80 percent of the energy out of uranium) are developed soon, uranium supplies may run out and the nation will have to halt building nuclear power plants within the next 15-20 years.

The development of the breeder reactor is too expensive for private capital and it will serve national needs beyond those of the electric industry. It can be brought into being only if we give it the same status we gave the Manhattan Project, and we'll have to start work on it now if we are to have it ready for use by the end of the century.

The alternative to government research well may be a surcharge on electric consumers' bills, a proposal already being considered.

The surcharge would be unfair and unrealistic. It would add even more to the higher bills expected to come from pending rate increases. It would impose totally on the electric consoumer costs of solving problems common to all energy users and important to the national security and prosperity. And it wouldn't produce enough money fast enough to get the research completed in time to prevent the energy crisis from becoming chaos.

Jim Chaney

*peaking as chairman of the Edison Electric Institute in W ington June 18, Shearon Harris, president and board chairman of arolina Power & Light Co., said the electric industry doesn't co der there's a crisis. He gave, "this emphatic assuranee: There is no ationwide or national power crisis. We expeet reserves this sur ner to be either about the same as last summer or somewhat im oved and we are eapable of greater mutual assistanee." He add l: "The lights may go out somewhere in this vast land; but I ass you, it will be a local matter. Intervals of extreme tem erature raise the possibility of local power interruptions, but any uch outages should be limited in area and duration."

Electricity and the Environment: One Will Help Clean Up the Other

Shearon Harris

A North Carolinian who heads the national association of investor-owned electric companies told a national audience in June electricity will help solve environmental problems.

Shearon Harris, president and board chairman of Carolina Power & Light Company, dealt with the environmental issue in a speech, "Electric Power in the Seventies," he delivered as chairman of Edison Electric Institute at the National Press Club in Washington.

"Electric power will prove to be part of the solution rather than a part of the problem as it relates to the environment," Harris said.

Quoting Sen. Jennings Randolph of West Virginia, he added: "The quality of life and the use of energy are inextricably tied together. For one to improve, the other must increase."

Here are some of the points the North Carolina electric power spokesman made:

– A recent survey showed electric utilities lead 12 other major industries in outlay projected for pollution clean-up.

– With the greater interest in improving the quality of life, electric energy is gaining recognition as being fundamental to solving some of our most serious environmental problems.

– Effective reduction of water pollution means a tremendous expansion in sewage treatment facilities. To pump millions of gallons of water through screening, filtering and clarifying systems through the hundreds–and perhaps thousands–of urgently needed new treatment plants will require massive quantities of electric power.

– In the solid-waste recycling field, there are electrically powered machines using up to 10,000 horsepower for shredding, baling and compressing old auto bodies and other junk. Millions of aluminum cans are being recycled through processes requiring electric energy.

– Scientists at Franklin Institute are building a machine predicted to separate 60 tons of household trash an hour into reusable raw material. If such a device were to come into being, more than 2 million kilowatts of electric generating capacity would be required to operate the machines needed to handle the 360 million tons of residential, commercial and industrial trash produced in the United States in 1969.

– Five paper mills on one electric utility's system will need 214 million kilowatt hours a year by mid-1972 to operate equipment to enable them to meet their state's environmental standards.

– Improvements in combustion techniques, including the introduction of electric induction furnaces, have virtually eliminated foundry pollutants.

– It has long been recognized that the internal combustion engine is the largest single source of air pollution. There is no question but that the use of electrically powered vehicles will increase and that the day is coming when the short-range battery-driven electric car will be a feature of the urban and suburban scene.

– Electric railroad locomotives would have obvious environmental advantages over diesel engines. In addition, the traffic-handling ability of one two-track railroad is equal to that of seven four-lane highways. There is much to gain in improved land use and in air quality through the development of electrified railroads and mass transit facilities.

As Harris indicated, environmental requirements will add to already rapidly growing demands for electricity. Something more than present approaches will be required to increase generation at less expense, and this had intensified interest in the fast breeder reactor and the fuel cell.

The fast breeder reactor has much appeal, because it creates more atomic fuel than it burns up, which is particularly importance since present inefficient nuclear reactors could use up the nation's uranium before the century's end.

The fast breeder reactor would be cooled by liquid sodium instead of water that thermally pollutes lakes and streams and, since it would not operate under pressure, it would not be subject to toxic leaks.

The breeder reactor has been the subject of 17 years' work and scientists are just beginning to feel they are getting around to understanding how to handle the new coolant, the liquid sodium. This material is one of the most reactive metals known and will ignite instantly on contact with air and water.

The fuel cell, a silent, essentially pollution-free device with no moving parts, produces electricity through a chemical reaction of hydrogen and oxygen.

The hydrogen can come from many common fuels, such as natural gas, and the oxygen from he air. Invented 132 years ago, the fuel cell, according the The Wall Street Journal, still has few practical uses, although it supplies electricity on Apollo moon flights. Fuel cells would probably become of real interest when the cost of electricity drops to about $150 per kilowatt. The cost has been cut in the past few years from about $1,200 per kw to $400.

The Wall Street Journal says some electric industry executives see the fuel cell as a possible answer to the growing problems of water and air pollution, rising controversies over plant sites and power line rights-of-way and other problems including increasing construction costs and delays. The paper adds these cells would reduce the need to build new central stations and long-distance power lines.

Jim Chaney

Don't Count Out the Farm Vote

Contrary to oft-made statements that the farmer has lost his political power in an urbanized America, a study of rural vote patterns shows rural voters still flex considerable political muscle and used it effectively in last year's elections. This summary of the study is adopted from "Farm Vote Patterns-1970" by Allen Paul of the National Educational Institute for Agriculture, a nonprofit, nonpartisan organization which conducts research and educational programs aimed at acquainting urban Americans with the contributions of farm people to the nation's well-being. Allen Paul is a former associate editor of The Carolina Farmer, now Carolina Country.

Whatever happened to the farm vote? Has it simply faded into the cities and suburbs—virtually dissolved as a result of redistricting and the ever-shrinking labor requirements of American agriculture?

Or are the elections still being won and lost on traditional bread and butter issues such as price-support loan levels, direct payments, soil conservation practices and the other features of the 35-year-old farm commodity programs?

A quick glance at the statistics suggests the so-called farm vote may have become fragmented beyond recognition. Seven Americans in 10 now live in metropolitan areas; somewhat abated, rural-to-urban migration continues; partially as a result, farmers and their families today account for only five percent of our nation's population.

Yet such figures are deceiving. Agriculture remains the nation's large single industry and in terms of output is growing by leaps and bounds. Although the total number of individuals employed on farms has fallen sharply in the past two decades, millions still make a living selling to farmers, buying from them or storing, hauling and processing the goods farmers produce.

The fact of the matter is that hundreds of small town trade centers scattered all across the land remain heavily dependent on the overall health and welfare of agriculture. Whether small town bankers, barbers, automobile dealers and farm suppliers remain in business, and propser, still depends to a large degree on how well farmers are doing economically.

Still, as a whole, the country understandibly is becoming more and more preoccupied with crime, noise, pollution and congestion—the pyramiding problems of a full two-thirds of its people who live in cities and suburbs. Unfortunately this fixation tends to obscure the economic problems of the "other third" and among that third we find several million individuals who remain today as dependent on agriculture as they were a generation ago.

A recent study by the National Educational Institute for Agriculture focused on elections for the U.S. Senate and House in 10 predominately agricultural areas ranging from the Midwest to the Pacific Northwest. In most cases county returns from the 1970 elections were compared with returns from the last non-Presidential election year (1966), although in three instances 1964 figures were used.

In nine of 10 races examined, Democrats received a higher percentage of the vote in 1970 than in 1966 or 1964.

The average percentage gain for Democrats was 10.5 percent. Overall, Democrats increased their percentages of the vote in 43 of 47 counties covered in the study. The counties were selected on the basis of census date and ranked among the most agricultural in the nation.

J. S. Francis, Jr., vice chairman of the Institute's board, said the study "clearly shows farm voters still pack considerable political muscle."

Farmers frequently are categorized as "pocket-book voters" (that is, when economic conditions are good they tend to vote on the basis of non-farm issues; when the reverse is true, they firmly believe in removing the "ins" from office).

In 1970, they faced a 37-year low in the "parity ratio" of 68. They were troubled by the fact that legislation to replace the expiring Food and Agricultural Act of 1965 had not yet passed. They had waited for more than a year to learn what kind of programs would be available.

And so in a time of rising farm costs, shrinking profits, doubt and outright disruption, they registered their anxieties and in doing so showed the farm vote is, when the chips are down, still an effective factor in American elections.

The Apple Trees

In April, the apple trees,
survivors of an assortment
of fruit and pecan trees
planted when the house was new,
are covered with pink blossoms,
And I am glad
I let them stand.

But when the blossoms are gone
and apples form and fall,
worm-filled, bird-pecked, rotting,
and branches sag and grow downward,
creating a tangle
the mower cannot penetrate,
I forget their April beauty.

And only because April
seems to come sooner
for me each year,
do I suppress the summer impulse
to rid the yard of apple trees.

Jim Chaney

Consumer News

by Thomas J. Bolch

Forewarned is forearmed. Although that axiom is whiskered with age, it is still true in the Space Age. Accordingly, the following warnings are given with the hope that they may save you from being played the economic fool.

Watch out for:

1. Vending machine franchises. Consumers have lost money in the general vicinity of Asheville, Salisbury and Greenville. The bait is usually in the form of a classified ad in a newspaper promising a lucrative business investment. Those responding to the ad are told that the franchisor will secure locations for the vending machines, teach the purchaser how to operate them and supply well-known products to be sold in the machines. All the sucker gets for his money, however, is badly-constructed machines that are greatly overpriced. Ask yourself this question: If this is such a good business deal, why is this outfit willing to let anybody in on it at what they say is a nominal price?

2. Door-to-door salesmen who request payment in advance. Don't make the mistake of dealing on those terms. Frequently the salesman disappears with the money, and the company he was working for will say it is not responsible since he was an independent contractor. If the salesman will not take your order on a "collect on delivery" (COD) basis, send him on his way without your order.

3. Trade schools and correspondence courses. These include schools for truck drivers, radio and television announcers, airline stewardesses, and correspondence schools to prepare you for a civil service examination, as well as data processing schools and a good number of others. It is best to avoid these. Most of the trade school areas worthy of your time and effort are offered at nominal prices by the statewide system of State-supported Technical Institutes. Avoid schools that offer the following: guaranteed employment after training, high salaries and fringe benefits, part-time employment during the course of study, refunds if unsuited for course. Above all, don't sign anything.

4. Home improvements. Watch out for aluminum siding, storm doors and windows. I am constantly amazed that North Carolina citizens are still falling for this fraud. The ones to avoid are the ones that usually put a colorful supplement in your local newspaper. They advertise low prices and beautiful work but deliver terrible installation at outrageous prices. And if you sign on the dotted line with these sharks, you hare hooked and might even lose your home.

If you know of any other type of fraud, please write to the Attorney General's Consumer Protection Division so that it can forewarn other consumers. Write to: Assistant Attorney General Eugene Hafer, P.O. Box 629, Raleigh, N.C. 27602, or you can write to Thomas J. Bolch, P.O. Box 751, Raleigh, N.C. 27602.

Fashion FAVORITES

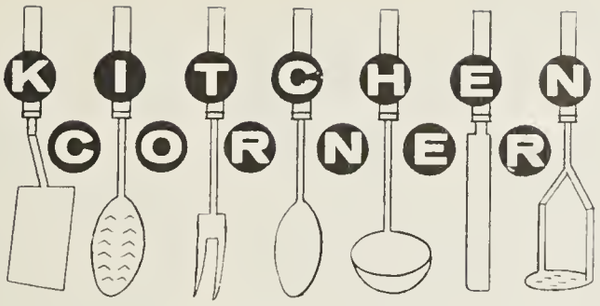
Pattern No. 4649 is cut in sizes 8, 10, 12, 14, 16 and 18.

Pattern No. 4623 is cut in sizes 10½, 12½, 14½, 16½, 18½, 20½ and 22½.

Pattern No. 4892 is cut in sizes 8, 10, 12, 14, 16 and 18.

Pattern No. 9054 is cut in sizes 2, 4 and 6.

Send 75 cents in coin (no stamps) for each pattern to: CAROLINA COUNTRY, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first class mail, add 15 cents for each pattern.



WATERMELON RIND PICKLES

Don't throw away another watermelon rind. Gather them up and use this recipe to make watermelon pickles.

Mrs. Agnes Rich of Warrenton sent in the watermelon rind pickles recipe and noted how appropriate it was for the month of August when watermelons seem to be at their best.

Mrs. Rich and her husband have a son, a year old, and they are served by Halifax EMC.

If you have a favorite recipe you'd like to share through this column, send it to: Brenda Sargent, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay $2 for the recipe chosen monthly for this column.

CAROLINA COUNTRY RECIPE

Submitted by Mrs. Agnes Rich, Route 1, Box 105-D, Warrenton, N.C. 27589.

WATERMELON RIND PICKLES

1 medium melon rind - peeled and cubed
2 tablespoons of powdered alum
1 tablespoon of salt

Mix 1 tablespoon of alum and 1 tablespoon of salt. Soak rinds in this mixture overnight. Drain the next morning and boil for five minutes in 1 tablespoon of alum and water enough to cover rinds. Drain and pack in fruit jars. Pour the pickle syrup over the rinds and theyare ready for use.

Pickle Syrup:

Mix 1 quart of vinegar and 5 pounds of sugar and ¼ box of pickle spices. Boil for 5 minutes and pour over rinds.

Note: The longer the rinds stay in the syrup the firmer they become.

Free Patterns

Shag Rug

A rug in bloom brings freshness indoors. This rug is made up of yarn pom-pons in 3 colors with a felt backing.

Flower Pillow

It's a pillow, sprouting a jumble of white and yellow daisies. Daisies and green mesh backing are crocheted.

Square Pillow

Elegant black and white pillow is embroidered in satin stitch on burlap with back and sides crocheted.

Round Pillow

This optical designed pillow is embroidered with a chain stitch and back of pillow is crocheted.

To:
The Carolina Homemaker
P. O. Box 1699
Raleigh, N. C. 27602

This pattern offer expires October 15, 1971.

Please send me the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope bearing an 8-cent stamp. (Two such envelopes are required for more than 4 patterns.)

- ☐ Shag Rug
- ☐ Square Pillow
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- ☐ Round Pillow

My name is: _____

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Comment; if any: _____

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Teen ROUNDTABLE

Rural Electric Teens Challenged To Build a Better Rural America

We've changed our usual Teen Roundtable format this month because we think teens, and young people generally, will find much of interest to them in excerpts of remarks made by President Nixon and Sen. George McGovern of South Dakota to members of the 1971 Rural Electric Youth Tour in Washington. The Senator spoke to the group first. The President greeted the visitors later at the White House. The lowering of the voting age means teens will be receiving more attention from all political leaders and should acquaint themselves with all candidates and issues. Teen Roundtable will resume its customary question and answer forum next month.

President Nixon and Teens

Senator McGovern

McGOVERN—There are several future governors and senators, congressmen, college presidents and many others here who will hold positions of public interest and accomplishment. Perhaps even a President of the United States.

Most of you no doubt will wind up in the city, some by choice, more as a result of perverse and inept agricultural policies. But in any event you will accept and achieve positions of leadership, responsibility and respect.

Out there among you, there may well be a future senator or congressman or even a president who will wonder if we built for his generation as well as the generation ahead of me built for my generation.

What your generation finds now is a fractured society where the rich despise the poor, the poor mistrust the rich; where old and young are pitted against each other—and these are just a few examples of our divided society. What is particularly painful to me is what has happened to rural America and the farmer.

Present farm programs are driving farmers to the wall. The parity hovers from 68 to 70 percent—its lowest level since the Depression.

But in the 1930's Franklin D. Roosevelt saw the need for a strong and vigorous farm policy. Programs were designed to help families stay on the farm. Farm income rose. One of the programs of the 1930s was the REA. Today there is talk by oracles of the credibility gap about dismantling the Department of Agriculture and demolishing time-tested programs.

Because farm prices are so low, because of the high cost of starting an operation, many of you are not considering a career on the soil. But many of you do not want to live in a crowded city. The great heartland of America is becoming more and more attractive to millions of Americans who are fed up with the frustrations of the megalopolis.

Even so, the exodus from farm to small town to large city continues. There may not be a place for you in rural America when you consider that every time seven farms close, one main street business is forced to close its doors, and there are fewer jobs for teachers, lawyers, merchants and others.

But this process can be stopped if the American consumer could become fully aware that his best interests are served by a fair price for farmers. I had hoped the President would point this out in his "Salute to Agriculture." But he didn't tell the public there is little, if any, connection between what the farmers receive and the customer pays.

Something will have to be done about the price-spread between farmers and consumers, if we want to provide your generation with at least the same or better chance than my generation had.

The rural electric cooperatives provide the best example of what one generation can do to help the next.

The rural electric cooperatives have succeeded because your parents and grandparents built well. They had a vital stake in what they were building and are continuing to build. And they built on their own when no one else would.

So my generation helped build a base for your generation. And now we have given you something that was not given to us—the right to vote. With it you can insure that our society will be better able than ever to meet the needs of future generations.

NIXON—When I speak to the fact that you are very important people I am referring first to the fact that you cover so many states, 26 states. You cover, certainly as far as this country is concerned, an enormously important part of our production. In addition to all of those things, in terms of the leadership of America, you are not only present leaders but with the way the vote is now being changed—the 18-year-old vote—you can be present leaders of this country.

Whatever your politics—Democrat, Republican or Independent—America, this nation, at all levels, needs the vitality, the enthusiasm and the idealism, and you have it.

A lot of us of the older generation, of course, think we have some vitality, some energy and some enthusiasm and we hope some idealism. But one of the great things about society is that over and over again it's regenerated by the younger generation and the whole future of this country is in your hands.

I know that you have many concerns that are the same as the older generation. Concerns about whether we are going to have opportunities for jobs, employment for a growing strong American economy. I think the American economy is strong and it is going to be stronger. You have concerns about the kind of life we are going to have.

We are working on those problems, we are making great progress and certainly the fact that young people—who look far ahead and recognize that unless we move now we are going to inherit a very terrible situation—are interested in these problems means that those of us in positions of responsibility are doing more than otherwise would be the case.

HaLE!

His Last Meal

The new bride couldn't cook, so every night her husband came home with grim forbodings about his evening meal. One night, however, he was pleasantly surprised to be served a perfectly delicious dinner by his bride. Everything was just right and he complimented her highly for her culinary efforts.

Radiant with the triumph of having prepared a good meal finally, she cooed, "And just wait until you see the dessert, darling. It's your favorite."

When she set the plate before him, he looked startled and said, "Waffles for dessert? But why did you put that gob of mustard on them?"

The bride dissolved in tears. "That," she wailed, "is lemon pie."

Embarrassing Garbage

A prim little old lady was telling her friend about the awful shock of finding two empty whiskey bottles in her garbage can.

"You can imagine my embarrassment," she said, "I didn't want the garbage man to think I drank."

"What did you do with them?" asked the friend.

"Well, the minister lives next door," was the reply, "so I put them in his garbage can. Everybody knows he doesn't drink."

"Calm down, I'll pay later . . . but I ain't saying how much later."

That'll Do

A distinguished-looking man walked into a sporting goods shop and asked to look at shotguns. The clerk, looking him over and deciding that he was a man of affluence, trotted out an expensive gun at $695. "That's a nice gun," the customer said, "but it's a bit on the expensive side, isn't it?"

Next, the clerk, brought out a model that sold for $437. "A good gun, I imagine," said the gentleman, "but it's still too expensive."

Each time the clerk brought out a gun, the man complained that it was too costly; so, finally, the discouraged clerk brought out a Remington retailing for $21.95.

When he saw the price tag, the gentleman said, "That's more like it. It's just what I want. After all, it's only going to be a small wedding."

Poor Mommy

After the mad rush of getting the older children off to school, hubby off to work, and dressing the young ones for play . . . a harried mother rested her aching head on the cool kitchen table. At this point, she felt her four-year-old's hand on her shoulder. "What's the matter, Mommy?" he asked sympathetically, "Don't you have anything to do?"

Bragging

Two little boys were bragging about the relative accomplishments of their respective fathers. Billy appeared to have an edge when he insisted, "My father's an Eagle, an Elk, a Moose and a Lion."

"Yeah?" responded the incredulous companion. "How much does it cost to see him?"

Dubious Endearment

Two coeds were discussing Sally's new boy friend.

"He called me 'his dear, little Easter egg' last night," Sally mused. "I wonder what he meant by that?"

"Undoubtedly," her roommate answered, "he meant that you're dyed, painted, and hard boiled."

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The Pros and Cons Of Catfish Farming

Catfish Authority Dr. Eugene Hester.

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From time to time during the past year, North Carolinians have read sometimes glowing accounts of catfish farming. In some states, magazines have carried features about it, recommending it as a ready and simple means of adding to farm income.

Fortunately, no slick operators have begun promoting the catfish in the misleading manner that has led so many people with such unfortunate results into the chinchilla racket.

Catfish farming, like the chinchilla business, is a gamble, and nobody should undertake it until he has all the facts, knows the risks and is aware of the costs and what can go wrong.

The fact that catfish farming has become a booming industry in the lower Mississippi Valley doesn't mean it will boom in North Carolina.

The leading North Carolina authority on catfish is Dr. F. Eugene Hester, a professor of zoology and director of a cooperative fish hatchery at North Carolina State University.

"Frankly, I'm pessimistic about the future of large-scale catfish farming in this part of the country," Dr. Hester recently told a reporter, "but I do see a potentially bright future for the farmer who has a couple of unused ponds and a yen to supplement his regular income."

The primary obstacles to large-scale catfish farming in North Carolina are the unavailability of processing facilities and the absence of a steady market.

Although catfish is considered a delicacy in the Mississippi Valley, many North Carolinians tend to consider catfish as trash fish. Those Tar Heels who have sampled commercially produced catfish say the meat is white, tender and sweet. But there's a question as to whether enough North Carolinians would buy catfish even if they were readily available in fish markets and supermarkets. They aren't now and only one company, located in Columbia, N.C., presently processes them.

Unless the market expands greatly and unexpectedly, it wouldn't pay a Tar Heel to build ponds for raising catfish. If the would-be catfish farmer already has a pond, and there are thousands of farm ponds across the state, he might try "cage culture." Dr. Hester believes cage culture would be better than letting the fish have the run of the pond.

Cage culture allows the farmer to harvest his fish when he wants them rather than having to drain his pond and harvest the entire crop at a time.

Disease problems, on the other hand, could be more severe with cages than in open waters. The fish must be fed a commercially prepared feed no matter how they are raised.

For his own research, Dr. Hester used a private farm pond near Wendell in Wake County. About 500 fish were placed in three-foot by three-foot wire cages. The cages then were placed in the pond and the fish fed daily.

Catfish farming can be quite expensive, Dr. Hester said. Fingerlings, which are bought when they are about six inches long from hatcheries, usually cost about a penny an inch. They are placed in a pond at a rate of 1,000 to 2,000 per acre and kept or 7 to 18 months. At the end of that time, they should weigh about two pounds each. They bring about 35 cents a pound if you know where to sell them. Around one and a half pounds of feed is needed to produce a pound of fish. The feed costs about $125 to $150 per ton.

While Dr. Hester calls catfish farming "a budding industry in North Carolina," he believes Tar Heel producers have two major problems to overcome.

One problem is climate. Growth of catfish is directly related to water temperature, and the average water temperature in North Carolina is lower than in the lower Mississippi Valley.

The other problem is processing facilities and markets. Until we have those in North Carolina, the "budding industry" isn't likely to bloom.

Jim Chaney

(Dr. Hester left N.C. State U. June 15 to become head of the Division of Fishery Research, Federal Bureau of Sport Fisheries and Wildlife, Washington, D.C.)